



News Release

FOR IMMEDIATE RELEASE

For more information, please contact:
Judi Samuels, Manager, Corporate Communications
Maritz Canada Inc.
Tel 905-696-5113, judi.samuels@maritz.com

Maritz Canada congratulates Michelle Ubell on her promotion to Executive Vice President, Client Solutions

Mississauga, Ontario, August 25, 2010 – Bob Macdonald, President and CEO of Maritz Canada is excited to share the news of the promotion of **Michelle Ubell** to the role of **Executive Vice President, Client Solutions**.

For the past 10 years, Michelle has been part of the Maritz family- contributing through a leadership capacity to the success of our organization- building teams, solutions, relationships, strategies and infrastructures.

Through her tenure, Michelle has led the Marketing, Loyalty and Technology and Telecommunications teams at Maritz Canada, and contributed significantly to the acquisition and development of the Ford, Auto, Nortel and RIM portfolios. She previously led the Client Services team and for the past 4 months has been supporting the thought-leadership within our Client Solutions teams led by Rob Daniel (Research, Loyalty, Incentives), Alissa Hurley (Events), Rob Pearson (Learning, Sales Channel Enablement), Gayle Duncan (Marketing Communications, Engagement Marketing), Blaine Currie (Operations) and Carlo Pirillo (Digital).

“Michelle’s experience and deep understanding of Maritz’ values and expertise makes her well suited to take on these new responsibilities,” says Macdonald. “Michelle is an amazing leader, problem solver and marketer who is committed to continued excellence in driving the best solutions for our existing and potential clients.”



News Release

About Maritz Canada Inc.

Maritz Canada helps businesses bridge the gap between brand promise and brand experience. Maritz provides businesses with programs to understand, enable and motivate the people who have the greatest impact on their brands. Through the delivery of three core solution sets that focus in on clients' businesses: Sales Channel Enablement, Consumer Loyalty and Engagement Marketing, Maritz affects the Human Dimension of Sales and MarketingSM to ultimately drive business performance.

Maritz Canada Inc. has been operating since 1980. With over 400 team members, we are wholly owned by Maritz Holdings Inc. based in St. Louis, Missouri. For more information, please contact Judi Samuels at 905-696-5113 or visit our website at www.maritzcanada.com.